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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 09/971,793 | 10/05/2001 | Carolyn A. Brodie | YOR920010537US1 | 3295 |

7590 11/20/2006
DAVID AKER
23 SOUTHERN ROAD
HARTSDALE, NY 10530

EXAMINER

CHAMPAGNE, DONALD

| | |
|----------|--------------|
| ART UNIT | PAPER NUMBER |
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3622

DATE MAILED: 11/20/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/971,793

Applicant(s)

BRODIE ET AL.

Examiner

Donald L. Champagne

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 17 August 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 18 February 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION***Continued Examination Under 37 CFR 1.114***

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 17 August 2006 has been entered.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made

3. Claims 1-20 are rejected under 35 U.S.C. 103(a) as unpatentable over Payne et al. (US005715314A) in view of Matyas, Jr. (US006102287A).
4. Payne et al. teaches (independent claims 1 and 19) a method for providing one or more advertising messages, which reads on alerts, over a network, the method comprising the steps of:

 composing one or more alert messages/*advertisements* that are sent to alert database/*advertisement database 18* (col. 2 line 67 to col. 3 line 3 and col. 4 lines 52-54);

 using the *network 10*, which reads on using network links, for gathering a plurality of reaction enabling analysis tools (said tools including the *plurality of digital advertisements*, col. 1 line 1, gathered as a result of one or more searches – *computer 20* must search *database 18* for the ad, which reads on a document with relevant data), for a user to use in a collaborative manner with other users (i.e., in conjunction or collaboration with other users of the Fig. 1 sales system) to respond to the respective alert (i.e., to buy something suggested by the ad, col. 5 lines 27-28);

using data extracted from the alert database/*advertisement database 18*, to dispatch the alert messages and corresponding reaction enabling analysis tools to one or more of the clients over the network (col. 4 lines 60-63), the alert messages and corresponding reaction enabling analysis tools allowing contact with the facilities useful in responding to the alert (again, the user buying something online, col. 5 lines 27-28). For claim 19, the search and pricing/accounting tools (col. 5 lines 5-15) taught by Payne et al. read on "research and computational" tools.

5. Payne et al. does not teach determining a reaction to said alerts, comprising

users who have received the alert message and corresponding reaction enabling analysis tools cooperating with each other in conducting analysis by using the reaction enabling analysis tools to determine a reaction to said alert.

Matyas, Jr. teaches determining a reaction to said alerts, comprising the limitation given above, by providing product evaluation information (said providing being a reaction to said alert messages/*advertisements*) to potential buyers, said product evaluation information being derived from surveys of previous buyers (col. 2 line 63 to col. 3 line 2), which reads on conducting analysis by using the reaction enabling analysis tools to determine a reaction to said alert. Because Payne et al. teaches an electronic payment system (col. 3 lines 38-39) and Matyas, Jr. teaches that its invention enhances an electronic payment system (col. 3 lines 2-6), it would have been obvious to one of ordinary skill in the art, at the time of the invention, to add the teachings of Matyas, Jr. to those of Payne et al.

6. Payne et al. also teaches at the citations given above claims 2, 3, 5, 6, 8, 10-13, 14 (where the community of interest is the users of the WWW) and 20. Payne et al. also teaches claim 15, where an "expert" is anyone who knows the product and is willing to help a user friend select the best product (claim 16);

7. Payne et al. also teaches claim 4 (col. 5 line 17, where the user request reads on a human decision); claim 7, where the *shopping cart database 21* and the *settlement database 22* (col. 5 lines 5-15) read on databases of client information, claim 9, where the contents of the *shopping cart database 21* read on a set of preferences of each user, and claim 18 (col. 6 lines 43-44).

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8. Neither reference teaches (claim 17) providing a message if a user frequently declines to respond to ads/alerts, which reads on an infrequent customer. Because special advertising and promotions are commonly used to entice infrequent customers, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to add the transmission of such special advertising and promotions, which reads on providing a message, to the teachings of Payne et al. and Matyas, Jr.

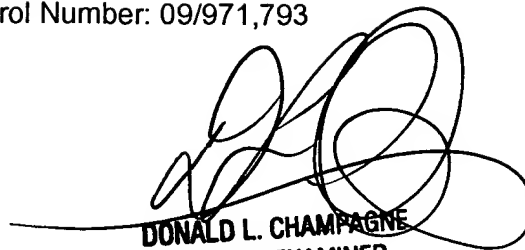
Conclusion

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Donald L Champagne whose telephone number is 571-272-6717. The examiner can normally be reached from 8:30 AM to 7 PM ET, Monday to Thursday. The examiner can also be contacted by e-mail at donald.champagne@uspto.gov, and *informal* fax communications (i.e., communications not to be made of record) may be sent directly to the examiner at 571-273-6717.
10. The examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone number for all *formal* fax communications is 571-273-8300.
11. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).
12. **ABANDONMENT** – If examiner cannot by telephone verify applicant's intent to continue prosecution, the application is subject to abandonment six months after mailing of the last Office action. The agent, attorney or applicant point of contact is responsible for assuring that the Office has their telephone number. Agents and attorneys may verify their registration information including telephone number at the Office's web site, www.uspto.gov. At the top of the home page, click on Site Index. Then click on Agent & Attorney Roster in the alphabetic list, and search for your registration by your name or number.

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DONALD L. CHAMPAGNE
PRIMARY EXAMINER

Donald L. Champagne
Primary Examiner
Art Unit 3622

11 November 2006